

Message Text

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PAGE 01 PRAGUE 00539 140742Z

21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 046578

R 131430Z MAR 75
FM AMEMBASSY PRAGUE
TO SECSTATE WASHDC 7728
INFO USDOC WASHDC

UNCLAS PRAGUE 539

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJ: PROMOTION OF USATECH '75 AT BRNO ENGINEERING FAIR

COMMERCE FOR BEWT/TPD (THOMPSON)

REF: STATE 036663

1. EMBASSY IS INCAPABLE OF DEVELOPING A LARGE ENOUGH INTERNAL MAILING LIST FOR PROMOTIONAL PURPOSES, DUE PARTLY TO RESOURCE LIMITATIONS AND PARTLY TO OBSOLESCENCE AND PAUCITY OF NAMES IN OUR FILES. NOR DOES EMBASSY THINK THAT RAPID CAN DEVELOP A THOROUGHLY ACCEPTABLE LIST. ONLY PRACTICABLE SOLUTION IS FOR EMBASSY TO INSPECT LIST PRODUCED BY RAPID AND TO MAIL SHOW FLYERS ITSELF TO IMPORTANT PROSPECTS NOT ON THE RAPIDS LIST. RAPID WILL NOT ALLOW US AS MATTER OF POLICY TO RETAIN COPY OF ITS MAILING LIST BUT, AS HAPPENED IN 1974 WITH MADE-IN, WILL ALLOW US TO SEE LIST IN OFFICES OF RAPID. RAPID WILL CHARGE BETWEEN THIRTY-FIVE AND FORTY U.S. CENTS PER NAME, PLUS POSTAGE.

2. ALTERNATIVE TO DIRECT MAILING, AS MENTIONED IN REFTTEL, IS ADVERTISING. OPTIMALLY, THE EMBASSY WOULD LIKE TO SEE ADS IN TECHNICAL WEEKLY (PRAGUE, CZECH LANGUAGE), TECHNICAL NEWS (BRATISLAVA, SLOVAK LANGUAGE), BOTH OF WHICH PRINT SPECIAL BRNO ENGINEERING FAIR ISSUES IN LATE AUGUST AND ARE READ BY ENGINEERS AND TECHNICIANS, AND AN AD IN ECONOMIC NEWS, A CZECH LANGUAGE PUBLICATION READ BY INFLUENTIAL EXECUTIVES

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AND PARTY AND MINISTRY OFFICIALS.

3. ECONOMIC NEWS APPEARS TO BE OUT OF CONSIDERATION, ACCORDING TO RAPID, BECAUSE IT IS A PARTY NEWSPAPER AND ALMOST CERTAINLY WILL REFUSE TO ACCEPT CAPITALIST ADVERTISING. EMBASSY WILL ASK ABOUT AN EXCEPTION, BUT CHANCES OF OBTAINING ONE ARE SLIGHT.

4. RATES OF OTHER TWO WEEKLIES FOLLOW:

TECHNICAL WEEKLY:

ONE BLACK AND WHITE PAGE -- \$805
ONE-HALF BLACK AND WHITE PAGE -- \$485
ONE-QUARTER BLACK AND WHITE PAGE -- \$295

TECHNICAL NEWS:

ONE BLACK AND WHITE PAGE -- \$1,330
ONE-HALF BLACK AND WHITE PAGE -- \$805
ONE-QUARTER BLACK AND WHITE PAGE -- \$485
EACH PAGE MEASURES 13 BY 18 INCHES.

5. THESE TWO PUBLICATIONS BOTH CLAIM A CIRCULATION OF 40,000 COPIES. THE DEADLINE FOR PLACING AN AD WITH THEM WILL BE THE LAST WEEK IN JULY OR THE FIRST WEEK IN AUGUST, 1975. EMBASSY CONSIDERS IT ESSENTIAL TO PLACE ADS IN BOTH PAPERS, BECAUSE OF CZECH-SLOVAK SECTIONAL RIVALRY, EVEN IF SIZE IS ONLY ONE-QUARTER PAGE. EMBASSY CAN PREPARE ITS OWN COPY BUT RAPID MUST APPROVE TEXT PRIOR TO PRINTING. PERRY

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